

STATE OF NEW JERSEY
Office of the Attorney General
Department of Law and Public Safety
Division of Gaming Enforcement

Petition of Showboat Atlantic City Operating
Company, LLC d/b/a Showboat Casino Hotel to
Expand Its Casino Hotel Alcoholic Beverage
License to Authorize Alcoholic Beverage Service
to Its Leased Beach Area, Pursuant to
N.J.S.A. 5:12-103 and N.J.A.C. 13:69I-2.2,
and Such Other Relief
(Service of Alcohol on Beach - 2012)

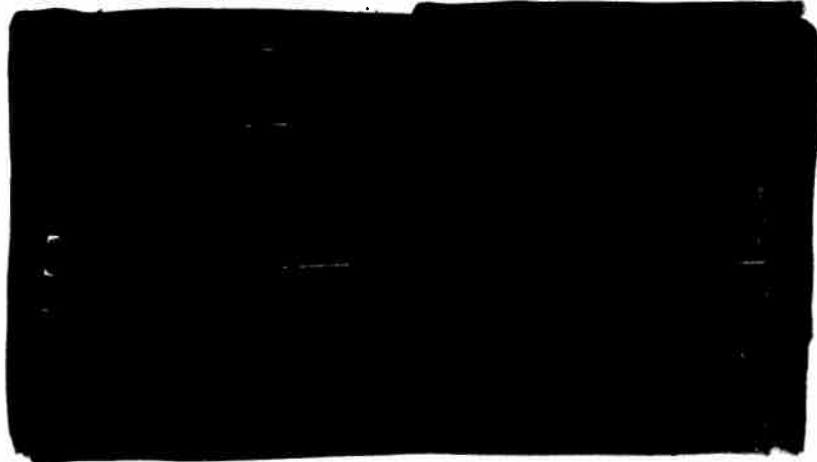
ORDER
PRN 0951201

By its Petition (PRN 0951201), Showboat Atlantic City Operating Company, LLC d/b/a Showboat Casino Hotel (“Showboat”), seeks from the Division of Gaming Enforcement (“Division”) an amendment to its Casino Hotel Alcoholic Beverage (CHAB) license to authorize service of alcohol to its leased beach area. For such use, Showboat leased beach area would be designated as a Type II CHAB location. The City of Atlantic City (“City”) has given approval for the use of the leased beach for such use under its authority to issue a Special Events Permit. Such application was made by Showboat on May 1, 2012 and approved by the City on May 24, 2012.

Having considered the relevant provisions of the Casino Control Act, *N.J.S.A. 5:12-1 et seq.*, I hereby ORDER that the request be granted with the following conditions:

1. Showboat is to conduct the sale of alcohol on its leased beach from 11:00 a.m. until 7:00 p.m. on Fridays, Saturdays and Sundays commencing May 25, 2012 through September 2, 2012, in addition to the days of May 28 (Memorial Day), July 4 (4th of July), August 16 (Air Show practice) and September 3 (Labor Day).

2. Service of alcohol is to be limited to patrons renting beach chairs within the leased beach area except for the dates of the Atlantic City Air Show, August 16, 2011 (practice) and August 17, 2011, during which days alcoholic beverage service will be made available to all guests within the leased beach area.
3. Showboat is to conduct the sale of alcohol on its leased beach in accordance with the descriptions and representations contained in its Petition, including its security plan.
4. Showboat will comply with the terms and conditions set forth in City Special Events Permit #052407.
5. All alcoholic beverages served within the beach service area will emanate only from the inventory of Showboat.
6. Showboat is to post signage on the beach, as submitted to the Division, prohibiting the removal of alcoholic beverages beyond Showboat's leased beach area.
7. All alcoholic beverages are to be served within the beach service area in plastic containers or in open cans.
8. Showboat will comply with all requirements attendant to Type II CHAB authorization, pursuant to *N.J.S.A. 5:12-103g(2)* and with all applicable alcoholic beverage laws and regulations of the Division and, as deemed applicable, the Division of Alcoholic Beverage Control.
9. Showboat is to provide security for the beach service area



10. Showboat is required to obtain all necessary approvals from all other appropriate governmental agencies prior to commencing operations within its leased beach area.
11. The Director of the Division reserves the right, based upon Division observations and information relative to Showboat's operation of the beach service area, to reevaluate Bally's security plan for the beach service area delineated herein, and require changes to that plan, including an increase in the number of security personnel assigned to the beach service area.

Dated: May 25, 2012



DAVID L. REBUCK
DIRECTOR